

Bobbie Singh-Allen
~~9827 N. Rolling Circle~~
Elk Grove, CA 95757

July 24, 2012

President of the Board of Education
Robert L. Trigg Education Center
9510 Elk Grove-Florin Road
Elk Grove, CA 95624

Dear Board of Trustees:

I am applying for the Board of Trustees Position District Area 4. As a mother of two small children attending the Elk Grove Unified School District, I have a vested interest in the success of our district. My children attend Elliott Ranch Elementary and Elizabeth Pinkerton Middle School.

I have lived in Elk Grove since 1992. When I got married and had children, I wanted to stay in Elk Grove to raise my family primarily because the education available to our children is the best. I want to ensure that this tradition continues.

I am an active community parent. I have been a member of Laguna Sunrise Rotary and have served on the board of directors to the Elk Grove Food Bank and Elk Grove Teen Center. I am also an active parent volunteer in my children's school. While working full time and raising my family, I have always made time for my community and my willingness to serve to help improve the lives of our residents. Balancing daily challenges is not new to me. I worked full time, put myself through law school and managed to start a family during the same time period. I excel at balancing work, being a parent, a spouse, and community leader.

I have served on the Elk Grove Teen Center Board of Directors for many years. Through this service, I have helped changed the lives of many at risk students in the district through positive change. The Elk Grove Teen Center provides core developmental building blocks for our community's teens through mental, physical and spiritual well-being. The center offers free breakfast to middle school and high school students. Friday Night Madness offers a safe place for teens to spend Friday nights with various scheduled activities. The Homework Help program allows volunteer high school honor and AP students to share their knowledge and make a positive impact on younger

students. The Teen Idol event showcases local talent for ages 11-18 and is open to students in EGUSD. As a board member, I have helped changed the lives of our youth.

The passion to serve began as a summer intern for Sacramento's Mayor, the late Joe Serna, Jr. I was entrusted to develop a reading program for at-risk children in Sacramento's most challenging neighborhoods. I coordinated with schools, parents, teachers, and the greater community to launch The Mayor's Summer Reading Camp. The program recruited first and second graders that were falling behind in school for a no-cost two week reading program. Volunteers were recruited to staff the camps throughout Sacramento. Private funds were raised to offset the supplies needed to run the camps. I was the primary coordinator for nearly four years. Then President Clinton recognized and praised the program for its innovation. The Mayor's Summer Reading Camp was adopted by subsequent Mayors that continued the tradition as part of their administration. I learned quickly that one person can make a difference.

Currently, I serve as the Executive Vice President / Chief Operating Officer for The California Lodging Industry Association (CLIA). I am the association's chief officer. Within months of beginning my position with CLIA, I developed a business plan and secured private funding to launch a national association modeled after the CLIA. CLIA is the only lodging association in the country made of independent hotels, hotel owners, operators, and other small business owners. The Independent Lodging Industry Association launched in May 2011 and enjoys 3,000 members nationally. CLIA and ILIA are the only associations that are not controlled or operated by chain hotels. Both associations represent the small hotel voice in the industry. CLIA and ILIA are on the forefront fighting cities against Transient Occupancy Tax abuses, increased costs to travel and tourism, burdensome legislation and regulation by governmental agencies, and more. Innovation is one of my greatest strengths.

Throughout my professional career, I have interacted with governmental and legislative bodies from the national, state, and local level. I have in depth knowledge of the legislative process and the decisions being made at the State Capitol and their impacts on education. A school board trustee that understands how this works and has relationships with lawmakers is a valuable asset to the district. The toughest job as a board member is to balance the need of putting kids first in light of the political and economic realities facing public education.

As an immigrant from India, my family moved to this country with the promise of a better future for their children. They worked hard and put my brother and me through college. Our entire family calls Elk Grove home and all the children attend schools in this district. My brother and I are both the products of public education. Public schools allowed our immigrant family to establish strong roots in the community while

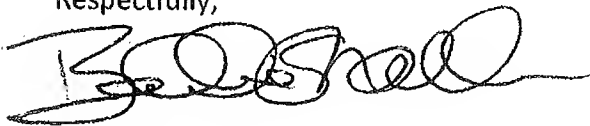
providing quality education for my brother and me. I want to continue the District's mission and provide a learning community that challenges all students to realize their greatest potential. Education is our greatest strength.

Recently, our community faced a tragedy with the shootings and murder of two elderly Sikhs gentlemen. The unsolved murders left our community grief-stricken. With the help of my fellow Sikh leaders, I helped organize the first ever American Sikh Day at the State Capitol. The purpose of the event was to showcase who Sikhs are, our contribution to our community, and a better understanding of our faith. Education is a key component to breaking down stereotypes and making better neighbors. Nearly 1000 people attended the rally and many lawmakers adorned themselves in traditional Sikh turbans and Indian suits as a show of solidarity. While the murders have not been solved, I continue to play a role educating the media, working with the police department and others in the Inter-Faith Alliance to breakdown racism and stereotypes. Elk Grove is a diverse community representing all faiths and races. Fostering understanding and educating starts with our children.

In conclusion, I hope you consider me as a candidate for this position. I am a proven leader in the community. My professional and community service will bring a broad range of experience, knowledge and skills for EGUSD. I have a solid professional background. I will work well with my colleagues. EGUSD is well known for strong collaboration and teamwork that has been established over the years. I respect and admire the Board of Trustees work as a unified voice collectively advocating in the best interest of our children and education. The board has done an incredible job keeping politics out and demonstrated as a shining example to other boards, commissions, and councils how to work together for the common good. I want to be part of this team.

I look forward to meeting with you to discuss my interest and qualifications.

Respectfully,

A handwritten signature in black ink, appearing to read 'Bobbie Singh-Allen', written in a cursive style.

Bobbie Singh-Allen
Parent & Community Leader

Bobbie Singh-Allen
~~9807 Nestling Circle~~
Elk Grove, CA 95757
(916) 826-2075

Education: J.D. Lincoln Law School, Sacramento (2002); Master of Arts in Government (Thesis Pending), California State University, Sacramento ;Bachelor of Arts in Government (1994), California State University, Sacramento.

Summary of Qualifications

- Over 15 years experience in government relations and public policy
- Eight years as a professional consultant providing government relations services to corporate clients
- Comprehensive knowledge of federal, state and local governmental affairs
- Proven legislative and regulatory victories
- Exceptional ability to influence and persuade elected officials and governmental agencies
- Proven decision-making, priority setting and problem solving skills
- Ability to work in high stress, rapidly changing environment
- Outstanding media and public relations skills
- Excel as leader and team member
- Solid public speaking and writing skills
- Ability to prepare plans, reports, and budgets
- Proven ability to recruit, train, manage and inspire people
- Dynamic, articulate, analytical and results oriented
- Fluent in Punjabi and Hindi

Professional Experience:

Executive Vice President / Chief Operating Officer, California Lodging Industry Association (March 2010-Present)

Serve as the chief officer for a statewide lodging association that serves independent hotels, hotel owners, and operators. Responsibilities include: overseeing all staff and consultants, chief liaison with board of director's, serve as primary spokesperson for the association, expand association's partnerships with hospitality and tourism industry, set policy and legislative agenda, update members on legal and legislative changes, implement membership development and retention strategies, legislative advocacy, and more.

- Doubled membership of association in two years.
- Doubled financial reserves for the association.
- Developed and launched a national association modeled after CLIA. The Independent Lodging Industry Association reached 3,000 members in one year. Currently serve as its Executive Director.
- Created national partnerships with Fortune 500 companies including: Expedia, Orbitz, Travelocity, and others.
- Implemented policies and procedures to overcome actual and perceived weaknesses of the association to be competitive in the marketplace.
- Oversee CALIPAC, the association's political action committee.

Vice President of Government Relations, California Hotel & Lodging Association (January 2009-March 2010) Serve as overall policy setting leader in the state, local, federal, regulatory arenas for the association, and chief strategist and fundraiser for the association's political action committee.

- Serve as lead policy advocate on all state government affairs activities.
- Responsible for the development of issues, drafting legislation and amendments, tracking of all industry related legislation; provide testimony to the legislature and association's position to legislative committees; develop coalitions with trade associations and other industry groups.
- Direct all regulatory affairs policy and rule making activities of state agencies, including reviewing pertinent regulatory proposals, developing regulatory advocacy strategies, developing regulatory filings, drafting regulatory amendments and drafting and providing testimony.
- Work with local lodging associations as appropriate. Serve as a resource for members on local, city, county, and regional governmental affairs issues.
- Serve as the primary policy advocate on national issues and monitor federal legislative and regulatory advocacy programs.
- Write newsletters, articles, position papers, and reports for association members and public.
- Maintain strong communications with association's board of director's officers, and assigned committees.

Public Affairs Consultant, L&B Associates, LLC (October 2002-2008) Provide all government relations needs including: legislative research, analysis, and advocacy; build relationships with elected officials, governmental agencies, and trade associations; grassroots organizing; campaign management; special event organizing, lobby days, fundraisers, and conferences; and much more. Clients include: for profit and non-profit organizations, land developers, homebuilders, sales and marketing groups, political candidates, etc.

- Effectively increased client's influence in local, state, and national government.
- Represent land developers and homebuilders on land use, entitlement, and CEQA issues.
- Generate public support for controversial issues.
- Developed a strong grassroots network organizing a client's membership and affiliates into a powerful advocacy resource.
- Created monthly Action Alert on relevant policy developments to secure support or opposition from members.
- Represent clients at public hearings, workshops, and conferences.
- Serve as compliance officer for all campaign contribution, conflict of interest, and lobbying laws for clients.
- Provide political strategy and message development for campaigns.
- Create position statements for clients.

Director of Government Relations, Nehemiah Corporation of America. (February 1999-September 2002)

Monitor legislation and policies on housing and community development. Create position statements. Build coalition with relevant trade associations and community groups. Develop and implement strategies to educate and influence policy makers in the executive and legislative branches of local, state, and federal government. Represent Nehemiah at legislative hearings, community events, conferences, and other programs where appropriate. Organized a successful national grassroots campaign for affordable housing and downpayment assistance. Managed a budget over \$1,000,000 to expand government relations department.

California Legislative Advocate. Population Connection, Inc. (October 1997-February 1999)
Managed and developed statewide legislative program. Monitor legislation and policy developments. Research and analyze issues. Develop position statements and fact sheets. Developed and managed Lobby Days for members statewide. Coordinated statewide efforts to complement national office's government relations program. Built alliances with other environmental and reproductive health groups statewide. Draft and manage legislative updates for membership. Write a column in monthly newspaper magazine.

Campaign Management and Organizing (August 1992-September 1997)
Managed, coordinated, and assisted in national, statewide, and local campaigns. Campaigns included presidential, gubernatorial, state senate, assembly, congressional, and local races. Duties included: providing political strategy and community relations expertise; fundraising; building coalitions with activists and community leaders; recruiting volunteers; manage constituent correspondence, phone-banks, and precinct walking; organize rallies, and press events; conduct opponent research.

Project Manager and Coordinator. "Mayor Serna's Reading Program", Office of Mayor Joe Serna, Jr. Sacramento (1992-1996)
Assisted and developed the "The Mayor's Summer Reading Camp." This non-profit literacy program targeted children throughout Sacramento that have problems with reading. Supervised and recruited a team of volunteers to staff the program. Worked with city schools, teachers, principals, and administrators to develop curriculum for the program. Managed all outreach and correspondence for the program. Developed public service announcements. Raised over \$250,000 in contributions to fund the project. Helped over 800 students achieve reading excellence. Program received national recognition by President Clinton for its efforts.

Community Service- Current and Past

- **Board of Directors:** Elk Grove Teen Center.
- **Board of Directors:** Elk Grove Food Bank Services
- **Member:** Laguna Sunrise Rotary
- **Member:** California Travel Industry Association, Government Relations Committee
- **Member:** California Association of Association Executives
- **Member:** California Chamber of Commerce
- **Member:** National Federation of Independent Business
- **Founding Member:** Elk Grove First

**References and Writing Samples
Available Upon Request**

July 23, 2012

EGUSD Board of Education
Elk Grove Unified School District
9510 Elk Grove-Florin Road
Elk Grove, Ca 95624

Dear Board of Education,

Please accept my letter of recommendation for Bobbie Singh-Allen for the vacant Trustee Area 4 position.


I have known Ms. Singh-Allen for many years and have always been impressed by her devotion to her community and the desire to provide positive solutions to complex issues. This has been demonstrated through her countless hours serving on Boards and committees dedicated to a variety of issues, all centered on improving the quality of life to the recipients of each cause.

Bobbie Singh-Allen has the intellect and energy to tackle the enormous challenges faced by the Elk Grove Board of Education. Working within the constraints of an uncertain fiscal flow and fewer resources to deliver the same quality of education requires someone who has proven leadership and a vision of excellence.

I believe Bobbie would be an asset to the Board and the residents within Area 4.

Should you wish further information on this wonderful candidate, please don't hesitate to contact me.

Respectfully,



Rick Soares
10080 Pleasant Grove School Road
Elk Grove, CA 95624

916-685-5629

Pamela Irey

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Elk Grove, Ca. 95624

July 23, 2012

President of the Board of Education
Robert L. Trigg Education Center
9510 Elk Grove-Florin Road
Elk Grove, CA 95624

Dear Board of Trustees:

I am writing you in support of Bobbie Singh-Allen's candidacy as board of trustee. As a former member of this board for nearly 12 years and Past President, I understand the importance of supporting a candidate that will maintain the vision of the board. Ms. Singh-Allen has been a pro-active member of our community. She has children in our school district and knows the importance of being an involved parent.

I have known Bobbie for over 10 years. We both served on the Elk Grove Teen Center and Elk Grove Food Bank Board of Directors. Bobbie is dedicated to improving the lives of this great community and the welfare of our youth.

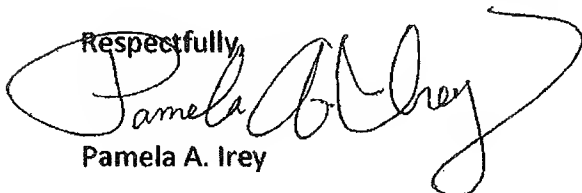
Her professional back ground and her dedication to the community makes her a valuable asset.. Bobbie is well versed on the districts needs and challenges and brings her wide breath of knowledge and experience. Her current career demands that she have the ability to make decisions that benefit the whole and see the big picture which would be an asset to the board.

Bobbie's greatest strength is her character. She is fair, honest, responsible, and has high integrity. She has the ability to be a great leader and a team player.

During these difficult times, the district needs someone who respects the traditions set forth by the current and previous trustees. Our board has the ability to agree to disagree with the ending result benefiting both the students and our amazing staff. Bobbie Singh-Allen would be a great asset to the Elk Grove Unified School Board and she has my full support and recommendation.

If you have any questions, please don't hesitate to contact me at 916- 670-5988.

Respectfully,


Pamela A. Irey